2061188689

OFFICIAL ENTRY FORM

Enter the Marlboro Photo Contest.

See Details Inside.

Marlboro

Source: https://www.industrydocuments.ucsf.edu/docs/lryn0003

Give Adventure a Shot.

Enter the Marlboro Photo Contest.

Sometime, somewhere, everyone gets a taste of it: Adventure. Show us what Adventure means to you. Maybe it's a road trip. Mountain biking. Riding the waves. Or taking to the sky. So send us a picture of it with your own original caption. Two winners from every state will receive a deluxe photography outfit including a camcorder, 35mm camera, and tripod.

Entries will be judged for Adventure, action, creativity and a great caption.

You can use any camera, including this one, but send us only your developed photo. Please do not return this camera or your negative.

That's all there is to it. So get out your camera, look for Adventure and give it a shot.

FILL OUT ENTRY FORM WITH CAPTION, STAPLE YOUR PHOTO TO IT, AND SEND TO "MARLBORO PHOTO CONTEST ENTRIES," P.O. BOX 371861, OMAHA, NE 68137-8061. DEADLINE FOR ENTRIES IS DEC. 31, 1995.

(Please Print) **ENTRY FORM**

Mr./Mrs./Ms. (circle one) First Middle Last

Address

City State ZIP

Home Phone Date of Birth (required) Mo. Day Yr.

Today's Date

Current Brand Smoked

By entering this contest and signing below, I certify I am a smoker 21 years of age or older. I have read and understand the Official Rules. I am also willing to receive cigarette coupons and branded incentive items in the mail subject to applicable state and federal law.

Signature (required)

Photo Caption:

CONTEST RULES

1. HOW TO ENTER: No purchase necessary. Limited to smokers 21 years of age or older. To enter the "Marlboro Photo Contest", complete and sign the official entry form, and SUBMIT AN ORIGINAL PHOTOGRAPH THAT SHOWS WHAT ADVENTURE MEANS TO YOU. Remember, Adventure can happen anywhere. It could be a road trip or riding the waves. Photographs may be high-quality duplicates or prints, in color or black and white. Slides are ineligible. Minimum size is 3" x 5", maximum is 5" x 7". Include a caption that relates to your photograph. Print or type the caption on the official entry form and staple the entry form to the back of your photograph. Mail your entry form and photograph in an envelope to: "Marlboro Photo Contest Entries," P.O. Box 371861, Omaha, NE 68137-8061. Entries must be received by 12/31/95. Print or type your name and address on the back of the photograph. This information must be present and legible for your entry to be eligible. Enter as often as you wish, but each entry must contain a signed official entry form and photograph. Each entry must be mailed separately. For an official entry form and complete set of rules, print your complete name and address, including ZIP code and birth date on a 3" x 5" piece of paper and mail to: "Marlboro Photo Contest Requests," P.O. Box 371862, Omaha, NE 68137-8062. One request per envelope.
2. By signing your name and entering this contest you certify that you are a smoker 21 years of age or older. Contest begins 9/4/95. No photocopied, mechanically reproduced, or computer generated official entry forms will be accepted. PHILIP MORRIS INCORPORATED is not responsible for lost, illegible, incomplete, late, misdirected mail, or typographical or other errors in the printing of the offer, administration of the contest or in the announcement of the prizes.
3. Entries must be original and photographed by the entrant. Photographs may not include any trademarks or trade names of any corporations or entities. Previously published photographs are ineligible.
4. Contest submissions will be judged under the supervision of Ventura Associates, Inc., an independent judging organization whose decisions are final. Submissions will be judged on the following criteria: relevance to Marlboro and the Adventure theme (40%), creativity of the photograph (25%), action depicted in the photograph (25%), appropriateness of caption to Marlboro and the Adventure theme (10%). If scores are tied, entries with the highest score first for relevance to Marlboro and the Adventure theme and second for creativity of photograph will win. In the event of a third tie, the tieing contestants will be re-judged by a new judging panel. Two winners will be selected from each of the 50 U.S. States and the District of Columbia. The likelihood of winning depends on the quality of the submission compared to the quality of all other entries, as judged by the criteria stated in the official rules.
5. PRIZES AND ESTIMATED RETAIL VALUES: 102 winners will each receive a deluxe photography outfit including one of each of the following: camcorder, 35mm camera, tripod, carrying case and two rolls of film. ($1,100 each). Total estimated value of prizes offered is $112,200. One prize per person. Prizes are

16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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